

messe frankfurt

# Hobby-X

**4-7 May 2023**

Kyalami Grand Prix Circuit  
and International Convention Centre

[www.hobby-x.co.za](http://www.hobby-x.co.za)

Information  
**Brochure**



# Hobby-X 2022 | Fast Facts



**1,397**

Total Sqm's



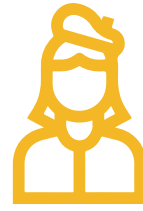
**92**

Exhibitors



**41**

Arts & Craft  
Workshops



**154**

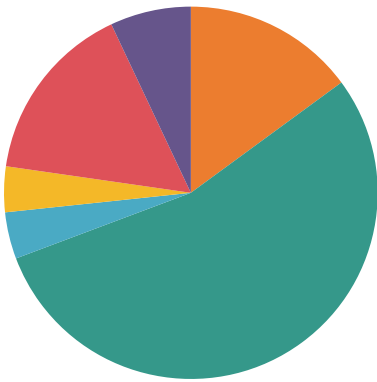
Workshop  
Attendees



**8,680**

Visitors

## What were our visitors interested in?



- To take advantage of the Show Specials on offer
- To see new products, innovations and market trends
- To indulge your creative side by attending a workshop
- To investigate starting a business
- To get inspiration to start a new hobby
- Family outing

## Visitors came from:



1. South Africa
2. Swaziland
3. Namibia
4. The United Kingdom
5. Zambia







# Experience the wider world of **Hobbies**



Messe Frankfurt South Africa, a subsidiary of one of the world's leading trade fair organisers, acquired Hobby-X in 2020, the premier event for the hobby, craft and art supply sectors in South Africa.

Showcasing materials, equipment, gear and supplies used by crafters and hobbyist in the pursuit of their favourite pastimes. This event offers manufacturers, distributors and regional agents the opportunity to network with Trade Buyers from all over Southern Africa, with the aim for these businesses to increase distribution channels and geographical reach.

## Event Pillars

### Existing Event **Pillars**

- Arts & Crafts
- Tools
- Materials
- Machinery

### **All Pillars Include**

- Metal
- Wood
- Plastic / Acrylic / Resin
- Wool / Yarn / Fabrics
- Paper / Cardboard
- Vinyl and Large Scale Printing products

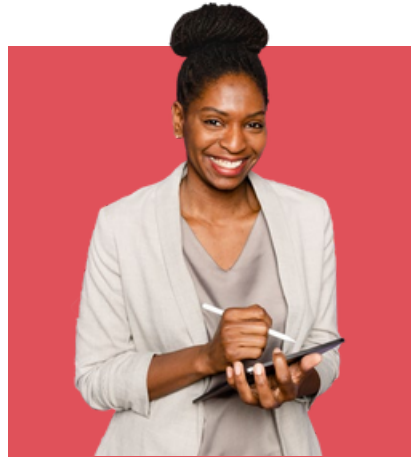
# Who visits Hobby-X?



Hobbyists & Crafters

Enhanced experiential zones to increase value to visitors and ROI for exhibitors.

Strong marketing to promote the event to a wide audience, aimed at growing interest and involvement in hobbies



Independent Business Owners / Retailers / Trade Visitors

Trade Visitor registration

Distinctive Identification for targeted exhibitor interaction

VIP Business Lounge for Exhibitor & Trade visitor meetings



People looking to start a Business

Educational content on 'how to start a business' and 'how to run a small business'

## Who should Exhibit?

Creator's Hub - where uniquely crafted items are showcased and sold

Holistic Lifestyle - a variety of natural remedies, health and beauty products to choose from

Artisanal Food & Beverages - a marketplace to tantalise discerning food lovers

Art, Craft & Scholastic - these well-established categories continue to feature strongly at Hobby-X

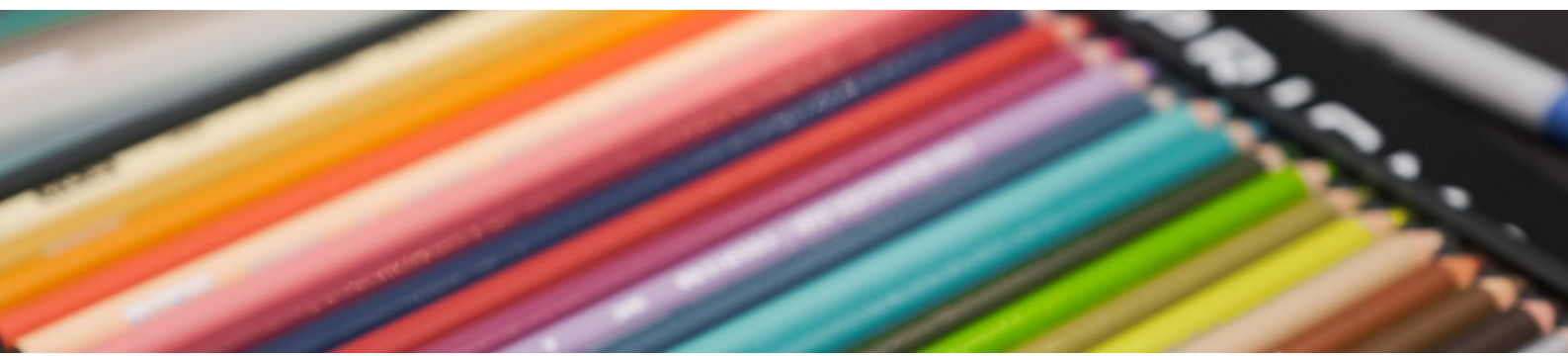
Model Boats, Trains, Woodworking and more - introducing fun, adventure to all visitors to the event

### Why Hobby-X?

- Generate more sales
- Source new clients
- Increase turnover & profit
- Grow your market share
- Build brand awareness

### Tick it off..

- Meet the ultimate users of your products and network with trade buyers
- Be one step ahead of your competitors
- Understand what your customers want
- Widen your geographical footprint



# Marketing Benefits

Maximise exposure by confirming your participation early!



We reserve the right to determine what relevant content will be shared based on the Hobby-X content schedule and social media marketing plan.

## Attracting a broader visitor audience

For 24 years, Hobby-X has been South Africa's premier hobby, craft & arts event, focusing on traditional hobbies and also introducing new products, services and solutions in the Hobby and DIY world.

Hobby-X is an experiential and hands-on event, fitting in perfectly with the aim of Messe Frankfurt's events - interactive while creating a lasting impression, with visitors gaining first hand knowledge from wholesalers, manufacturers and small business owners. The event features includes workshop and interactive product demonstrations, adding to visitor and exhibitor satisfaction.

Not only does Hobby-X target a diverse audience, but the focus on the various hobby types, sets the event apart from other crafter markets. Hobbyists and Trade Visitors have the opportunity to purchase raw materials and the tools required to practice their hobby and business of choice.

The new home of Hobby-X, Kyalami Race Track and International Convention Centre, ensure an increased visitor reach which includes a broader geographical area, offering easier access to the event venue to an affluent audience with disposable income, ethnic diversity and attracting visitors from all over Gauteng with the central location.



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# Hobby-X

## 4-7 May 2023

Kyalami Grand Prix Circuit  
and International Convention Centre

Confirm your  
participation

# NOW!

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